

## Electronic Acknowledgement Receipt

<b>EFS ID:</b>	9393479
<b>Application Number:</b>	10043714
<b>International Application Number:</b>	
<b>Confirmation Number:</b>	6438
<b>Title of Invention:</b>	SYSTEM, METHOD, AND SOFTWARE APPLICATION FOR TARGETED ADVERTISING VIA BEHAVIORAL MODEL CLUSTERING, AND PREFERENCE PROGRAMMING BASED ON BEHAVIORAL MODEL CLUSTERS
<b>First Named Inventor/Applicant Name:</b>	Isaac Bentolila
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<b>Filer Authorized By:</b>	
<b>Attorney Docket Number:</b>	MNIO20002
<b>Receipt Date:</b>	07-FEB-2011
<b>Filing Date:</b>	09-JAN-2002
<b>Time Stamp:</b>	19:46:43
<b>Application Type:</b>	Utility under 35 USC 111(a)

### Payment information:

Submitted with Payment	yes
Payment Type	Deposit Account
Payment was successfully received in RAM	\$810
RAM confirmation Number	6011
Deposit Account	070832
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## File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Information Disclosure Statement (IDS) Filed (5B/08)	MNI020002_IDS_07FEB2011.pdf	615255 cd50605ab32123b5d5912ab46370ca91ce5670b	no	5
<b>Warnings:</b>					
<b>Information:</b>					
2	Request for Continued Examination (RCE)	MNI020002_RCE_7FEB2011.pdf	700112 053778eeb5564c08c958a49f1abd74192e4629	no	3
<b>Warnings:</b>					
<b>Information:</b>					
3	Fee Worksheet (PTO-875)	fee-info.pdf	30563 9542e6f2d4ac0fb4b73c62486a280291816376ebbb	no	2
<b>Warnings:</b>					
<b>Information:</b>					
<b>Total Files Size (in bytes):</b>			1345930		

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### New Applications Under 35 U.S.C. 111

If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

### National Stage of an International Application under 35 U.S.C. 371

If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

### New International Application Filed with the USPTO as a Receiving Office

If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.